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FARNUM BEST IN 'THE PLUNDERER'

William Farnum's name featured in either the stage offering or photodrama usually spells something big and out of the ordinary. Witness "The Spoilers," one of the greatest photoplays ever produced, with red-blooded, two-fisted men who pioneer into the outposts of civilization. Witness, also, "The Plunderer," in which this talented actor opens at the Hawaii theater tonight.

Roles that call for ability—with a capital A—are always entrusted to William Farnum, and he always gives value received. In his latest screen offering, under the management of William Fox, Farnum gives one of the best characterizations of his career, according to all reports from the mainland, where "The Plunderer" has enjoyed long runs in all of the leading cities.

Mainland critics are of one opinion in declaring "The Plunderer" to be the equal of "The Spoilers." Taking this for granted, the play which comes to the Hawaii tonight must of necessity be a great screen offering. The Fox Film Corporation is ever undertaking something "just a little larger, a little better and a little different." This organization, virtually a new one in the photo-play field, is rapidly outdistancing its rivals and the reason is such artists as William Farnum and such offerings as "The Plunderer." This feature will be the attraction at the Hawaii for the balance of the week.

The Hawaii theater for each week-end is presenting a most amusing series of Charlie Chaplin comedies. These are shown at each performance, both afternoon and evening, and it is an even bet whether the kiddies at the matinee or the grown-ups at night are the best pleased with the curious antics of this clever little comedian.

'BELLA DONNA' CLOSES TONIGHT

Pauline Frederick, the greatest emotional star of Paramount Pictures, in "Bella Donna," her greatest film offering, closes her engagement at the Liberty theater tonight, having won the hearts of all Liberty patrons by her wonderful rendition of the treacherous, wicked, murderous Bella Donna. Despite the despicable character which she is called upon to portray, through her wonderful personality Pauline Frederick awakens a bond of sympathy for Bella Donna who, defeated in her unscrupulous plotting for wealth and position, finds rest and peace on the great desert along the Nile.

Throughout the entire film Bella Donna appears without one single redeeming feature, and yet, at the sands of the bleak desert gradually enshrouded her beautiful form and the hungry Jackal awaits her tender flesh, none in the audience out breathes a sigh of regret—many shedding a tear—that the handsome Bella Donna meets such a pitiful end.

"The Red Circle," the new serial commencing with the early half of the week and featuring Frank Mayo and Ruth Roland—the girl who looks like Mary Pickford—opens with a blaze of thrills and should prove as gripping a story as any yet told in serial form. The red circle is a mark which appears on the right hand of one member of a certain family in each generation, and that member is a criminal by heredity. The object of the serial is the endeavor to point a cure for hereditary crime.

PUNAHOU HONORS SHAKESPEARE IN SCHOOL PROGRAM

[Special Star-Bulletin Correspondence.]

OAHU COLLEGE, April 26.—The fact that Easter Sunday fell on April 23 this year quite overshadowed an event of no mean import. April 23, 1916, was the three hundredth anniversary of the death of William Shakespeare, the three hundred and fifty-second anniversary of his birth, for, as legend has it, he was born on April 23, 1564, and he died on April 23, 1616—his 52d birthday.

The tercentenary of his death was commemorated by fitting and beautiful exercises at the chapel of Punahou Preparatory School yesterday morning at 9 o'clock.

The exercises were by members of Grade 7C, directed by Miss Harriet Crumpton. The program was especially for the students of the school and it was warmly received by all the grades at the regular assembly period.

The program was ably announced by Abram Humphries, who acted as master of ceremonies. The students of Grade 7C were assisted by Miss Lillian Parish, who played delightful Edward German's typically English "dance music from 'Henry VIII,'" by Mr. L. S. French, singing Schubert's "Who Is Sylvia," from "Two Gentlemen of Verona," and by Leonard Pettit, a pupil of Mr. Ideler, playing two pleasing violin solos as an introduction to the program.

Although all those who took part did very well, special mention should be made of the Shakespearean readings by Ethel Harvey and Pauline Kluegel.

The former read the ever wonderful "Mercy Speech," as given by Portia in "The Merchant of Venice," and Pauline Kluegel read as a closing number of the program of the much quoted and popular "Seven Ages of Man," from "As You Like It."

This program served well to impress the students of Punahou with our everlasting literary debt to "The Bard of Avon."

The program was as follows:

1. Introduction, Abram Humphries
2. The Shakespearean Tercentenary, Fred Klebahn
3. "Who Is Sylvia"—Schubert, L. S. French
4. England in Shakespeare's Day, Edward Meyer
5. "Lo, Here the Gentle Lark" (Shakespearean Sonnet), Bishop
6. Shakespeare's Appearance, Ralph Ault
7. The Theater of Shakespeare's Time, Vesta Quinn
8. Dance Music From "Henry VIII", Miss Parish
9. Portia's "Mercy Speech," from "The Merchant of Venice," Ethel Harvey
10. "Seven Ages of Man," from "Two Gentlemen of Verona," Pauline Kluegel

FOOTLIGHTS TO GIVE 'TAMING OF SHREW' TONIGHT

Last night the last dress rehearsal of "The Taming of the Shrew" was held at the Opera House. The final touches were given to lines, actions, costumes, arrangements of scenery and the many other details incident to so ambitious a production as a Shakespearean play. Those who know the ladies of the Footlights Club and Will Lewers, the stage director of the performances and rehearsals, are fully aware that no amount of pains or expense will be spared to make this the very best production that a cast of the best obtainable amateurs can make it.

The only professional in the cast is Miss Desmond Kelley, who plays the shrewish Katherine, "Kate the Curst." Most of the others, including E. A. Douthett, who plays Petruchio, the shrew-tamer; "Billy" Warren, who plays the tinker, Christopher Sly; Watson Ballentine, as the tinker's fake wife; L. Young Corrothers, the courtly suitor to Bianca's hand, and George C. Potter as Baptista, the venerable father to Katherine and Bianca, have appeared to advantage in other amateur talent productions in Honolulu. It is enough to say that each member of the cast is making every effort to make this a really good production. Tickets for the three performances, tonight, Friday night and Saturday matinee, are on sale at the Territorial Messenger Service.

The national egg collection, a British association, has given more than 4,000,000 eggs for wounded soldiers since the war began. Its doings are described in a twopenny weekly entitled Eggs Wanted.

The wood consumed in this country in the manufacture of paper amounts annually to 4,500,000 cords, and every year the demand for some substitute grows more urgent.

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distribution of the finished product; and it has become no less a matter of very serious concern to the public. For business men, therefore, to consciously seek to establish and enforce a code of ethics, based on truth, that shall govern advertising, methods, and effects is splendidly significant. It augurs permanence and stability in industrial and distribution methods because it is good business judgment; and, more than that, it indicates a fine conception of public obligation on the part of men in business, which is one of the inspiring things in our outlook upon the future of national conditions and institutions.



This Article—one of a series to Advise Advertising, by the Associated Advertising Clubs of the World (headquarters Indianapolis)—was written by:

Hon. JOSEPH E. DAVIES,
Chairman, Federal Trade Commission.

who further says:—
"The Associated Advertising Clubs of the World are to be congratulated upon the splendid manner in which they are seeking to build up business ethics from within."

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